

Charleston Public Relations & DESIGN

This is a short checklist to use to be sure you are considering all the relevant steps required to author a blog post. Use these as a guide to write a well optimized post that is useful to your customers or blog readers.

Completed? **Preparing your blog post**

Decide the focus of your blog post. Make sure it's a topic of use to your customers. Blog posts are best when they aren't directly written as marketing for your firm. However, you may have a call to action at the end of each one. The topic of the article should also be aligned with seasonal incentives, goals, and consumer issues and needs.

Make a list of customer focused key words and long-tail phrases to include in the post.

Write blog content off-line in word processing program. Even though most blog dashboards look like and function like a word processor with their WHISWYG editors, you will find it less frustrating to focus on one process at the time.

Write subheads to break up the text in the article and lead the reader forward. Subheads must help people scanning articles understand the content.

Add subheads to your previously written article.

Determine what hyperlinks to include in the post. You must have at least one hyperlink. It should go to a relevant page or post on your site. If you must reference sites outside your blog, make sure to link to sites with high authority, such as Wikipedia, or nationally recognized sites.

Select an image or images to illustrate your posts.

Edit image to be no more than 51 kb in size. Need help?
[View our video sizing images using Picasa.](#)

Once you've done all of these steps, you may login to your WordPress blog and upload your post and images and organize your post. If you need assistance with this, view our video

[WordPress Tips Creating, Writing Posts and Including Images](#)